

Yellow Pages Service Catches on in L.A.

Buy-Phone, a service that provides consumers free computer access to an electronic version of the Yellow Pages of the telephone directory, is catching on in Los Angeles.

According to Buy-Phone Inc, the service is handling 3,000 calls a day from people seeking information on anything from auto repair companies to Italian restaurants.

David Lappen, Buy-Phone's vice-president of engineering, credits the success to the ease with which the system can be used to search the 10,000 listings in the database. The system operates on four levels, which are designed to accommodate inexperienced or expert computer users.

There are challenges remaining for Buy-Phone, however. The company says selling computer-based advertising to retailers who may not know much about computers is difficult, but easing. Buy-Phone is also testing plans to expand to other cities.

To try Buy-Phone, call (213) 474-0270 (300 baud), or (213) 470-4679 (1200 baud). For access assistance, call (213) 474-2220.